

NMFS is making some changes in the way we report media contacts. Please note the changes summarized below and be sure that people on your staff are familiar. Thanks.

1. We will use the attached Excel form to report all media contacts from now on (i.e., the old "media heads up" form is no longer used). Fill out the form and e-mail (not fax) the form to the following: Connie Barclay, Susan Buchanan, Kim Amendola, Roy Crabtree, Chris Smith, Nancy Thompson, Alex Chester, and Sophia Howard.
2. If at all possible, send the form by 3:30 p.m., in order for HQ to meet their daily reporting deadlines. If not, then send as soon after 3:30 p.m. as possible.
3. Please send a form for each contact, including contacts by the same reported on successive days.
4. If you are contacted by a reported after 6:00 p.m., and the issue is of national importance and/or of particular interest/controversy, telephone Connie Barclay or Susan Buchanan to inform them of the interaction with the media. Their office is open until 6:00 p.m. (301-713-2370). After that time please use the following cell phone numbers: 202-441-2398 (primary) and 301-257-4515 (secondary).

Every line office public affairs office and HQ public affairs officer must file a daily media activity report.

Line office reports will be coordinated and reviewed by the lead PA officer or his/her designee and sent to Althea Lee and Eric Smith in the Public Affairs office and cc'd to me and Scott Smullen by **4 PM EACH WEEKDAY**.

Althea will prepare the composite report. Aja will prepare it in her absence. Eric will take the document if Althea and Aja are out. If he is involved in other pressing activities, someone else in the office will be designated by Scott Smullen or me to work the document for that day.

The composite list will be sent to me and Scott Smullen before it goes to DOC

Scott will review the composite list and direct it be sent to DOC with a cc to me and Chief of Staff Scott Rayder. In Scott's absence, the document goes to Dave Miller for review. If Scott and Dave are out, send it to me. The composite list absolutely must be to DOC PA by no later than **5 PM EACH WEEKDAY**.

What information are we looking for?

1. See the attached sample report. Use this version, not a previous one.
2. Interview requests and Interviews that involve,
 - National media
 - Controversial issues
 - Have congressional interest
 - Are critical of NOAA
 - Are noteworthy of NOAA activities

So, you ask, why are we doing this?

1. DOC PA has directed that we do it.
2. The new DOC Chief of Staff has a public affairs background and is very engaged in PA activities and what bureau PA offices are doing.
3. Most importantly, the new DOC Secretary, with years of corporate leadership, absolutely wants to know when something big, controversial, critical, or noteworthy involving the Department of Commerce or its agencies is going to be in the national media the next day.

[NOAA PA Daily Media Tracking Form](#) (XLS document)